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ABSTRACT

This career exploration instructional booklet on photography is one of several resulting from the rural southwestern Colorado CEPAC Project (Career Education Process of Attitude Change). Based on a job analysis and utilizing a programed instructional format, the following content is included: A brief description of the type of work done by photographers in varied specialty areas; a simulation of a photographer's working day which describes specific job activities performed and discusses related content such as developing film and printing pictures; a discussion of a photographer's education background, desirable physical and personal traits, salary, and employment opportunities; five questions regarding the simulation or the other content; and an answer key. (EM)

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PHOTOGRAPHY

Occupational Simulation Kit

Career Education-
Process of Attitude Change

San Juan Basin Area
Vocational-Technical School
Cortez Colorado

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CE 011 678

FOREWARD

This occupational simulation kit was prepared by Joanne McComb, teacher at Cortez Junior High School, Cortez, Colorado. The kit was the result of a job analysis and was developed based on the format by John D. Krumboltz as presented in the USOE Study Vocational Problem Solving Experiences for Stimulating Career Exploration and Interest. The CEPAC Career Education Project is a consortium in Southwestern Colorado administered through the San Juan Basin Area Vocational-Technical School including the School districts of: Dolores RE-4A, Dolores, Colorado; Mancos RE-6, Mancos, Colorado; Dolores County RE-1-J, Dove Creek, Colorado; San Juan County No. 1, Silverton, Colorado; Egnar No. 18, Egnar, Colorado; Montezuma-Cortez RE-1, Cortez, Colorado; Bayfield 10Jt-R, Bayfield, Colorado.

The reader should note that the simulation kit may not be adaptable to all situations. This material has been reproduced so that others may benefit from the endeavors of the author and the Career Education Project.

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WHAT DO PHOTOGRAPHERS DO?

The work of photographers varies greatly, depending on the area of specialization. In a small town such as Cortez, you may be called to photograph anything from a body at the morgue to a beautiful girl and then finish the day in the oil field photographing some new machine. In larger cities you may be in a studio that specialized in portraits or weddings or commercial photography, or industrial photography. Portrait photographers usually work in their own studios. Commercial photographers usually take pictures used in advertising. The industrial photographer usually works for a firm or company, taking pictures

that are used in company publications and for advertising company products of services. He may take motion pictures of workers on the job and of equipment and machinery operating at a high speed and these pictures are then used to simplify work methods or to improve the production process.

Another speciality is press photography. The photographer with a nose for news combines writing with photography. Some photographers specialize in educational photography and prepare slides, filmstrips and movies for use in the classroom.

In small studios you will do your own lab work. In larger studios you may have a team of lab people to process what you photograph.

Question 1.

Which specialist in photography would do the following jobs?

A. Pictures used in advertising

B. Pictures used in company publications

C. Pictures used in a newspaper

Think you are interested after reading this far? Let's go to Duane's Photography and spend the day.

Duane arrives at the studio at 8:00 a.m.

"What's going for today, Terri?" Duane greets his office girl.

Terri, the Girl Friday, at the shop checks the appointment book.

"At 9.30, Mrs. Jones is bringing Bobo, age 6 months for his first portrait," reports Terri.

While waiting, Duane goes into the lab to print the film he had developed the night before.

Duane carefully follows these procedures:

Developing the Film

1.

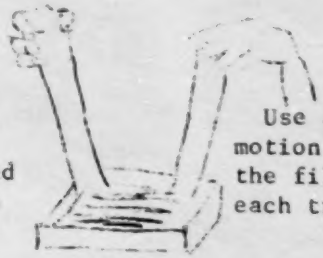
Tray 1
Developer

Tray 2
Water

Tray 3
Fixing Bath
(Hypo)

2.

You will need 2 clips like this.



Use a seesaw motion in putting the film through each tray.

3.

Wash film for twenty minutes.

4.

Dry film in dust free place.

5.

Cut film apart. Always hold negative by edges.

Printing the Picture

Printing frame made from piece of glass hinged to a board.

Place photograph glossy side up under glass.

Place negative on paper glossy side up.

Lower glass and expose paper to light.

Develop the print in the same three trays you used for film. Be sure to wash print after removing from hypo.

Question 2

A. What do the three trays used in developing contain?

B. How long is film washed after being put through the three trays?

C. You always hold a negative by the _____ _____.

D. Which side of a negative is "up" when negative is placed on paper for printing?

Bobo arrives crying! He is not as enthusiastic as his doting mother.

Duane determines if portraits are to be in color or black or white. He loads his camera with the appropriate film.

Bobo is posed and lighting is set. Lighting is adjusted as Bobo moves as he is an active 6 months old!

Duane's personality is important here because he must establish rapport with both baby and mother. He works with the baby until he sees the desired expression and takes a series of photography.

The customer will choose from the series of photographs she wants printed.

Terri can do the printing on a machine which prints photos of various sizes from the same negative.

Duane hopes to sell Mrs. Jones a picture package such as this one.

The profit comes not from the actual photographing but from the selling.

The ringing telephone summons Duane to the morgue at this point in his day to photograph a corpse for police files. Duane quickly chooses the appropriate camera, lens and film and rushes off to the morgue.

When Duane returns, Terri has Mr. and Mrs. McCarty ready to pose for their 50th Wedding Anniverisary portrait.

Posing, lighting and choice of film are not the same as the earlier baby portrait so Duane must again make the correct selections.

Duane knows to get good photographs you must choose the correct lens for that camera. Telephoto will be used for sports, nature and animals. Regular will be used for 90% of all his photographing such as the Jones baby and Mr. and Mrs. McCarty. Wide angle lens will be used for close-ups covering a wide area and for scenery.

Question 3.

A. The three general types of lens for cameras are:

a.

b.

c.

Duane has a contract with each of the area schools to do "School pictures."

Duane will be able to photograph as many as 400 Elementary School children in one day with this type camera without reloading.

Duane's schedule for the afternoon is an airplane trip to the Aneth oil field to photograph drilling equipment for Texaco. Upon arrival Duane finds the desert flowers blooming in all their glory so he takes a few photographs he is sure will sell to a post card company.

Upon return to the studio, Duane's appointment book tells him that Sandy Bonds, a young debutants, will be in for some publicity shots. There's still the Wilson's passport photos to be taken and Duane begins to feel the pressure. He knows that Sandy's photos will involve both indoor and outdoor portraits and will require much cahnging of lens, cameras and lighting techniques.

Terri reminds Duane of the 7:00 p.m. wedding of Miss Bonnelli at the First Methodist Church. In formal attire Duane is there to record on film the bride's most memorable occasion from the earliest preparations just before the wedding to the scurried, hurried escape of the happy couple from the reception.

Still later that evening we find Duane back in the studio doing the necessary paper work for another day. As the studio grows and progresses and prospers Duane will have more employees to help with the lab work and book work. Duane is a young man on the way up!

The long hours and hard work have paid off as Duane and his family are combining a vacation and his work by going to Hawaii where Duane will be attending a workshop sponsored by the Professional Photographers of America. There he will be learning the latest techniques known in photography!

How Do Photographers Train?

After high school you may train to be a photographer by taking on-the - job training. Try to find a photographer who will pay you while you learn. You will generally start by working the dark room where you will learn how to develop film and do other related work such as photo printing and enlarging. Later you may assist in taking photographs. If you choose to get your training in this way, BE SURE YOU CHOOSE A GOOD PHOTOGRAPHER.

Photographic training also can be obtained in many colleges and universities, trade schools, technical institutes or by taking correspondence courses. There are colleges, universities or other institutions in almost every state that

offer courses in some area of photography. Several colleges and universities offer 4 year curriculums leading to a bachelor's degree with a major in photography. The master's degree with a major in various specialized areas, such as color photography is offered by some colleges and universities. A few institutions have a 2 year curriculum leading to a certificate or an associate degree in photography. Training in design at art schools is also useful as photographers need some knowledge of art and design, and they should know how to use makeup and props. In addition photographers must be able to arrange their subjects properly against a setting.

WHAT PHYSICAL AND PERSONAL TRAITS ARE DESIRABLE?

The prospective photographer should have manual dexterity, good eyesight and color vision, as well as some artistic ability. In addition, a pleasant personality and the ability to put people at ease are needed by photographers. Imagination and originality are particularly important assets for successful careers in commercial photography or free-lance work. For press photography, a knowledge of news values and the ability to act quickly are important.

You must be a good businessman capable of managing your income. Mortality rate is high in this profession. In order to succeed you must be better than your competitor!

Question 4.

A. If you choose on-the-job training, what is the most important thing to remember?

B. What three physical characteristics are important to a photographer?

WHAT ARE THE EARNINGS?

Beginning photographers generally earn from $125 to $140 a week. Many photographers who have established reputations earn much more.

Self-employed photographers generally earn more than salaried workers, but their salaries are affected greatly by business conditions and many other factors such as the type and size of the community and the clientels.

Photographers who have salaried jobs usually work the standard 5 day, 40 hour week and receive benefits such as paid holidays, vacations, and sick leave. Photographers in business for themselves work longer hours. Working conditions are generally pleasant. Freelance, press and commercial photographers may be required to travel frequently

WHERE WILL YOU WORK?

About 65,000 photographers were employed in 1970. Approximately half of them worked in commercial studios--many in business for themselves and the rest as salaried employees. A sizeable number were employed in industry, some worked for Federal, State or local government agencies and others operated camera stores or worked on the staffs of newspapers and magazines. Some worked as free-lance photographers taking pictures and selling them to advertisers, magazines and other customers.

Photographers work in all parts of the country, in small towns as well as large cities.

WHAT IS THE EMPLOYMENT OUTLOOK?

Thousands of talented and well trained photographers will be needed each year through the 70's to fill new positions and replace those who retire, die or stop working. However, those with limited ability and training are likely to encounter competition and find few opportunities for advancement.

A photographer can go into business for himself with a modest financial investment. There is a great deal of competition to the full time photographer by people who are employed in other occupations but who take pictures in their spare time.

In coming years, the employment of industrial photographers is expected to rise at a more rapid rate than that of either portrait or commercial photographers.

PROFESSIONAL ORGANIZATIONS

Professional Photographers of America is the organization of photographers. This is divided into 160 smaller groups. Workshops and training sessions are held annually.

Question 5.

A. What is the name of the professional organization of photographers?

PHOTOGRAPHY
Answer Sheet

Question 1.

A. _____

B. _____

C. _____

Question 2.

A. _____

_____

_____

B. _____

C. _____

D. _____

Question 3.

A. _____

B. _____

C. _____

Question 4.

A. _____

B. _____

C. _____ _____

_____

Question 5.

A. _____

PHOTOGRAPHY
Answer Key

Question 1.
A. Commercial Photographer
B. Industrial Photographer
C. Press Photographer

Question 2.
A. Developer
   Water
   Fixing Bath (Hypo)
B. 20 Minutes
C. Edges
D. Glossy side

Question 3.
A. Telephoto
B. Regular
C. Wide Angle

Question 4.
A. Choose a good photographer
B. Manual Dexterity
   Good Eyesight
   Color Vision

Question 5
A. Professional Photographers of America

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